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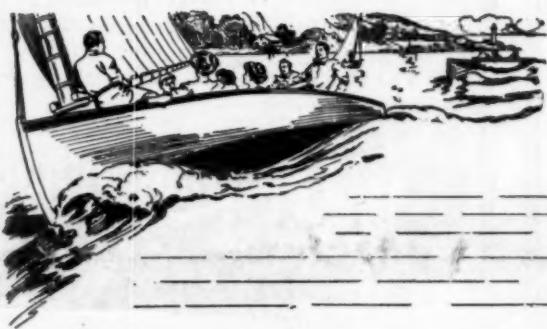
Chief Exponent of the American Nursery Trade

Vol. XLVI No. 4

AUGUST, 15, 1927

Per Copy 20c

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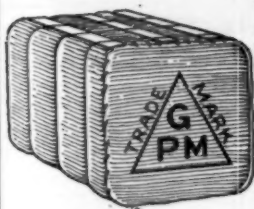
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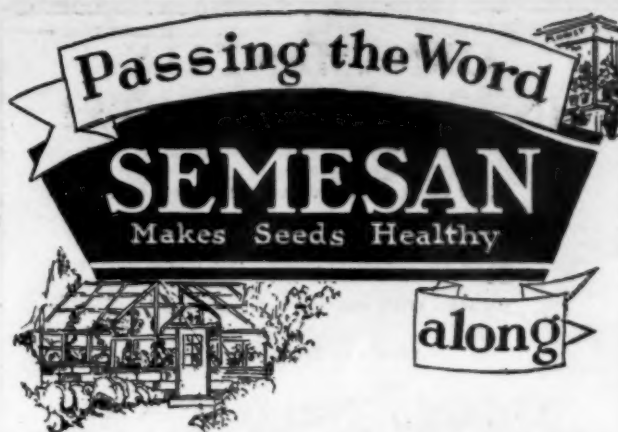
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EXCLUSIVELY

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THIS SPACE

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CHIEF EXPONENT OF THE NURSERY TRADE

AMERICAN NURSERYMAN --- August 15, 1927

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicle of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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500	" " " "	3-4 ft.
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500	" " " "	2-3 ft.
600	Lonicera grand. rosea (Pink)	
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500	" tartarica alba (White Tartarian honeysuckle)	3-4 ft.
500	Rhus typhina laciniata (Shredded sumac)	4-6 ft.
1000	Viburnum dentatum (Arrowwood)	2-3 ft.
1000	" opulus sterile (Common Snowball)	18-24 in.
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500	" " " "	8-10 ft.

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Twice a month publicity.

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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVI

ROCHESTER, N. Y., AUGUST 15, 1927

No. 4

PROF. WAITE ON PRODUCTION OF AMERICAN STOCKS

PROF. M. B. Waite, senior pathologist in charge of fruit disease investigations, Bureau of Plant Industry, U. S. D. A., Washington, D. C., discussing matters of propagation, fruit stocks as produced in America especially, said recently to Louis Vistica, of Robertson-Vistica Co., Stockton, Cal., specialists in American-grown fruit stocks:

"I am inclined to raise a question about the desirability of Bartlett seedlings, that is, of seedling stocks raised from Bartlett seed. I brought out the same point the other day in visiting Yerkes' plots at Arlington Farm with him. He has some fine Bartlett seedlings, and mentioned the fact that Bartlett seeds were being used on the Coast. My question regarding these seedlings is, of course, theoretical. The Bartlett, while not the worst blighter and not as bad as Clapp's Favorite, Idaho, Madeleine, and a few others, is one of the bad blighters. Ordinarily I would class it in the second line of badly blighting varieties. We do not know just how much of blight susceptibility would be transmitted to the seedlings and, furthermore, since the Bartlett is cross-pollinized when this is possible and nearly all of the large seeds are crosses, or, in other words, the self-fruits are nearly seedless, one-half the parentage of these seedlings would be likely to be of some other variety occurring in the neighborhood. Nevertheless, in spite of the fact that Bartlett seedlings are usually vigorous and clean, I can't help but feel that we would be headed wrong to depend on seedlings from such a blighter as the Bartlett. This would, of course, only involve collar blight and root blight, but those are sometimes very troublesome forms of disease.

"I am pleased to know how keenly you have understood the problem of producing Pyrus communis or of Usseriensis seed. The scheme of having two other blight resistant sorts along with Old Home for getting crossed seed from wholly resistant sorts is thoroughly sound in principle. It is, of course, not quite as sound a principle as stocks produced by cuttings or other asexual methods from an absolutely known resistant tree, but it is certainly heading in the right direction. Perhaps if we could all live long enough by growing seedlings of these resistant sorts, fruiting and recrossing the best of them, thoroughly inoculating and roguing out all but the more resistant, we could breed races or strains and varieties of seed and seedling producers that would carry the maximum resistant to blight.

"I do not like to use the term 'immune' in referring to any pear or apple. I blight all of these varieties in the laboratory or by experimental methods of inoculation.

"The Sacramento and San Joaquin Valley, choice spots in the valley, are certainly great places to grow things. I have not had my feet on the ground much in the Puget Sound region and while it is a good place for certain kinds of berries, small fruits, you are probably correct in claiming superiority for the Pyrus communis and certain other fruit stocks. I believe I forgot for the moment in writing you before that the principal apple seedling district is in the Yakima Valley which while much colder has the deep soil and sunshine nearly like that of

California. One would think on account of the drop in temperature in the fall that it would be naturally a somewhat better place to ripen off apple seedling stocks."

Mr. Vistica says: "Kennedy Brothers, Hollister, Cal., pioneer Nurserymen, have used Bartlett pear seed for pear stock with full satisfaction for 40 years. Orchards therefrom in that section are excellent. There is also evidence that Winter Nellis seed makes a better stock than the French as being more uniform and with greater vigor as demonstrated in Lake County, Cal."

Reply to British Critic

In a communication to the Horticultural Advertiser, Lowdham, England, Chairman J. Horace McFarland of the American Joint Committee which produced the guide, Standardized Plant Names, replies to a criticism in a recent issue of H. A.:

In your issue of April 27th, under the heading "Nomenclature," I note your acknowledgment of a letter from Mr. P. den Ouden, relating to a communication sent to the American Joint Committee which has produced the list of Standardized Plant Names.

Your point of view seems to me to be wholly sound and based on the importance of the plant rather than its name. No one wishes to interfere with the investigations and amusements of the botanists, but I can see no more reason why the name of any plant should be changed for some obscure reason related to the original publishing of it, than that the name of a person should be changed. We continually consider that a man who travels under several names is an object of suspicion. As the plant has not personality, no suspicion attaches to it, but there may be suspicion of the good taste of those who, for reasons unrelated to the plant itself, so freely interfere with the name by which it is known.

The American Joint Committee spent some five years and a considerable sum of money, in addition to the contribution of the service of its members, in getting to-

gether all the information possible to obtain anywhere in the world upon which to base Standardized Plant Names. As you surmise, we frankly did compromise in the direction of availability rather than of consistency. It seemed absurd, for example, to move all the azaleas into the rhododendron family, and we did not do it.

Standardized Plant Names includes something more than forty thousand carefully managed citations. It was put through at a cost of more than ten thousand dollars, and the second edition is now being distributed. It has been adopted as authority by all the important garden periodicals in America, by many of the educational institutions, by every leading tradesman, and by many government agencies. Without doubt it will be accepted for years to come as the standard for horticultural transactions in America.

A mechanism is provided for revision in the course of years, but speaking as chairman of the American Joint Committee, I for one shall be very reluctant to allow the determination of scientists, who have little contact with life and trade, to upset plant names for no other reason than that of priority.

It has been possible for the scientific leaders to propose and adopt a uniform and definite system of nomenclature. They have done it. There is little hope that the forthcoming Vienna Conference will do anything so radical as that. Meanwhile, I suggest with some little diffidence to our many English associates, with whom we would like to do more business if the Federal Horticultural Board would permit it, that the sensible and easy thing is to adopt Standardized Plant Names, so that our transactions, as far as they do go, will be on a uniform and definite basis.

J. HORACE MCFARLAND,
Chairman.

Federal Tax System—An appeal to business organizations in the United States to co-operate with the Congressional Joint Tax Committee in the involved task of overhauling and perfecting the federal tax system is made by the Chamber of Commerce of the United States in a communication sent to its 1,500 member organizations.

Nurseryman Suggests Municipal Nursery

We find the following in a recent issue of the Greensboro, N. C., Record:

"The possibilities for development of the parks and playgrounds in and around Greensboro, and their essential part in the growth and development of the city were stressed by Paul C. Lindley before the meeting of the realtors of Greensboro and that the members were thoroughly in sympathy with the ideas was evidenced by the promptness and unanimity with which they took action.

"One of the features of Mr. Lindley's talk was his suggestion that the city start a municipal Nursery on one tract of its land near the Battleground whereon flowers, shrubs and trees could be grown for beautifying the parks. Mr. Lindley, an experienced Nurseryman, and whose business is selling trees, flowers and shrubs, stated he would be glad to give of his experience to the successful launching of the

municipal Nursery, through directing the workers in preparing the ground and setting out of seeds and young plants. In this way the city would be able to provide ample supply of shrubbery, trees and flowers for the entire system at practically no expense other than setting them out.

"The park program outlined by Mr. Lindley included the gradual improvement of the several hundred acres on North Buffalo, making a small strip along Brandt street to South Buffalo and then proceed down South Buffalo to near the proposed new high school, coming up Benby road out by the Stadium and thence to North Buffalo, thus providing a park area entirely surrounding the city.

"Touching on improvement of parks and vacant lots, Mr. Lindley emphasized the fact that weeds frequently cut causes the ground to have the appearance of being grassed, if viewed from a passing motor car."

RULES ON IMPORTED PLANTS FOR PROPAGATION

United States Department of Agriculture
Federal Horticultural Board
Washington, D. C.

The requirements of entry and of utilization of plants imported for propagation under Regulation 14, Quarantine 37, are embodied in a series of numbered paragraphs in the application for special permit (Form 207)—requirements which the applicant specifically accepts in signing the liability agreement in the application. The requirements of utilization of such imports are covered in paragraphs 7 to 10, quoted below:

(7) Plants imported for propagation are to be utilized solely for that purpose and are not subject to release except when either the natural or artificial method of propagation involves the complete merging of the imported stock into the increase. Conditioned upon evidence submitted by the permittee, or upon determination by the Board of such use, and also upon freedom from new pests, the increase obtained from such imported stock will be released after such period established by the Board as shall insure full and adequate compliance with the propagation requirement. For instructions relative to such release, see circular H B-194, March 15, 1927.

(8) Plants imported for propagation are to be utilized by the permittee under approved horticultural methods so as to give as nearly as practicable the maximum production of new plants. No other utilization of the imported stock is authorized, such, for example, as forcing it under glass or growing it for cut flowers or the cutting of flowers for sale, or partial utilization with the intention of growing it on, or which will leave it possible to grow it on, for ultimate sale.

(9) The Board or its representative shall have the privilege of inspecting at any time the imported stock or until released the increase therefrom and, if any infestation by an insect or disease new to or not theretofore widely distributed in the United States is found, the permittee will treat the infested stock in accordance with methods to be prescribed by the Board, or, if necessary, destroy it. As an aid to such inspection, the permittee shall so plant or utilize the imported stock, under the number of the permit granting authority for its importation, as to maintain its identity or the identity of the increase therefrom until the latter is released.

(10) If the importer wishes to arrange with some other person to grow and propagate the imported stock, such growth and propagation shall be provided for under a legal contract approved by the Board, which shall require compliance with conditions (8) and (9) hereof, and, in such case, the importer will file with the Federal Horticultural Board either the original or a certified copy of such contract.

Full Propagation Use Required

In explanation of the utilization requirements quoted above with respect to plants imported for propagation, it should be clearly understood that such importations have one purpose only, namely, to enable the permittee to obtain "stock-plants," either of old or new varieties, not available in the United States, under an agreement to produce new plants therefrom by effective horticultural methods and by this means render a public service by aiding in making the varieties concerned available from domestic sources. Plants imported for propagation will be required to be utilized solely for that purpose. This limitation was distinctly indicated in 1919 in the first edition of the application form 207 for special permits under Regulation 14, in which the applicant is required to "certify that the imported stocks * * will be used for the establishment of reproduction plantings and not for immediate or ultimate sale," and the requirement that such material shall be used solely for propagation has been emphasized in all the later editions of that application form.

As indicated in paragraph 7 of the utilization requirements, the increase from stock-plants imported for propagation un-

der Regulation 14, Quarantine 37, will be released from restrictions under the liability agreement after such period established by the Board as shall insure full and adequate compliance with the propagation requirement. The permittee will, however, be expected to retain propagation stock adequate for his future needs to obviate the necessity for further importations.

Conditions of Release of New Plants

The following general rules will indicate the conditions of release of the increase from the more important classes of plants imported for propagation. For other classes of plants the permittee will be furnished specific instructions. It should be distinctly understood that such release is contingent upon full compliance on the part of the permittee with the utilization requirements indicated in the application form and reproduced in this circular.

(1) **Increase by Division, i. e., Cutting into Parts**—As to plants propagated by division, the resulting increase will be released after one, two, or more years, depending on the propagation needs of the class of plants involved.

Dracaena—No restrictions on plants obtained from sectioning the important cane.

Orchids—No restrictions on plants grown from back bulb divisions or from seed. The conditions of release of plants obtained by other methods of propagation or multiplication will be indicated in the permit. Unless specifically authorized, imported mother plants are not subject to release.

Astilbe, Dahlia, Iris (rhizomatous), and Paeonia—Restriction ends with plants resulting from the second division.

Other plants increased by division—Restriction ends with plants resulting from the second division unless other release period is specified in the permit.

(2) **Increase by Buds, Scions, Cuttings, or Layers**—No restrictions are placed on the disposal of new plants produced from such buds, cuttings, or layers, except that the permittee will be expected to retain propagation stock adequate for his future needs. On the other hand, the "mother" or "stock" plants, under the terms of the agreement authorizing entry solely for propagation, are not subject to release at all. With the consent of the Board, such mother or stock plants may, however, be destroyed when they are no longer required by the importer for propagation. This section applies to such genera as Acer, Azalea, Conifers, Magnolia, Rhododendron, Rosa, and other plants similarly propagated, unless otherwise specified in the permit.

(3) **Bulbous Plants**—The release of bulbous plants will be fixed for such period as will insure adequate propagation use of the imported stock, due account being taken of small bulbs or bulblets and corms or cormels, which must be kept not only until they have reached full size but until adequate numerical increase has resulted. Unless otherwise specified in the permit, Gladiolus and Iris (bulbous), narcissus, and other bulbous plants will be released at the end of the second crop year, and bulblets, splits, or cormels at the end of the third crop year.

Segregation and Platting of Imported Material

Paragraph 9 of the utilization requirements quoted above includes the provision that plants imported for propagation shall be used in such fashion as to maintain their identity under the permit number authorizing their entry. Elsewhere in the application (Form 207, p. 3) the permittee is required to give the location where the material is to be propagated, and in Form 238, which was issued to permittees, the information desired is more exactly indicated by the requirement that the permittee shall "give the exact location of the plants in the Nursery, greenhouse, or other establishment," and "(If necessary draw a sketch map on the back of this sheet.)" The primary purpose of this requirement is to keep the material segregated, as opposed to permitting it to be scattered or miscellaneous planted. The object of the plat or chart,

indicating the exact location of the material, is to facilitate inspection from time to time by the Board to determine full compliance with the propagation requirement and also to determine freedom from new pests or plant diseases. Failure to make full compliance may lead to the refusal of further permits.

C. L. MARLATT, Chairman of Board.

New Varieties of Lilacs

A writer in the American Magazine describes the experience of Mrs. Hulda Klager, Woodland, Wash., in the production of new varieties of lilacs through pollination of Lemoine's productions. She says:

"I've always loved lilacs, so I had lots of them to start experimenting with. I had three fine specimens of Lemoine's, the great French plant breeder. One was a double white, another a double blue, and the third, a red purple, besides dozens of the Persian variety, of all colors. I used a small paint brush to dust on the pollen from the blossom I had chosen, and I tied a paper bag over the fertilized blossom to protect it until the seed had been formed.

"I tried hundreds of different combinations that first year, using the three Lemoine lilacs as the parent stock for all of them. I planted the seed I got for these unions, and tended them carefully under glass until they were large enough to go outdoors. It was between three and four years before I had blossoms, and could actually see what results I had obtained."

Mrs. Klager laughed reminiscently. "Some of them were terrible dirty-colored blossoms, and weak and spindling plants. But one out of the lot made up for all the rest for that was the one I call 'My Favorite,' a dark red outside, lighter inside, with petals incurving and coming out in handsome red buds.

"There were fourteen of this first lot that I saved as a basis for future interpollination. I realized now that I wanted most to get shrubs with large blossom clusters, and that the color I wanted was a deep, rich red. So I kept on selecting the ones, each year, which showed these tendencies most strikingly, and unless there was something exceptional about the others I threw them over the fence."

Sometimes, according to Mrs. Klager, a lilac would have an exquisite color, but small blossoms or an unhealthy root system. Then she would try crossing the beautifully colored one with a shrub of more rugged habits.

Just now Mrs. Klager is working to get a true yellow lilac. Then, too, she wants to get lilacs with twelve petals to the blossom. Mrs. Klager has sold some lilacs to Nurserymen in Portland and Seattle, but most of them she sells, herself, to the people who come to her for them.

"It's no fun for me to raise them in quantities and ship them off to town. But it is fun to have people come here for them, so that I can see just who is getting them. 'You see,' she explained, 'I do all the work, so why shouldn't I have all the fun?'"

Digging Peonies at Berlin, Md.

Berlin, Md., Aug. 15—On August 8th we commenced digging our peonies and we find all varieties, with only one or two exceptions, well ripened and with buds properly developed. The weather was perfect the entire week and we made good progress. Our system is to dig the peonies just about as they are needed on orders.

Peonies for filling orders this fall are being dug from our new 80-acre farm which will be entirely devoted to producing peonies for the wholesale trade.

Our first frost usually does not occur until after October 20th and the ground remains open until after December 10th, so we have a long season for digging and replanting.

HARMEL PEONY COMPANY.

William C. Ehlers has purchased a three-acre in Forest Avenue, Bloomingdale, Ill., for an oak tree Nursery.

EVERGREEN STANDARDS FOR UNIFORM PRACTICE

Chairman W. J. Flemer's Committee Report To Ornamentalists

THESE standards are for average soil and climatic conditions and it must be remembered that they may have to be modified somewhat to meet abnormal conditions. We believe if they are truthfully followed that the plants will be worth the recommended price.

In producing good evergreens the most important requirement is to have the proper kind of lining-out stock, as this is the foundation on which the plant is to be built. With this in mind, our first recommendation concerns this material and is as follows:

Lining-out Stock—This should be transplanted frequently enough to create a good root system, which will insure a minimum of transplanting loss, and to give the top room enough to start the branch framework properly, making a well-shaped specimen when placed in the Nursery row.

In grading this stock, use a 2 in. series up to 12 in.; a 3 in. series up to 24 in. and 6 in. on larger sizes than 24 in. Age and number of times transplanted should also be given, using the letter "T" for each transplanting.

Designation: Selling stock represented by letter "S"; Cuttings by letter "C"; Grafts by letter "G".

For example, "Norway Spruce S, 2 in. to 4 in., 2 yr." means Norway Spruce seedlings, 2 in. to 4 in. high 2 years old and not transplanted. "Koster Spruce G, 6 in. to 8 in., 4 year TT" means Koster Spruce Graft, 6 in. to 8 in. 4 years old, and twice transplanted.

In order to produce a fibrous root system, we recommend that in the case of species such as Firs, Pines and similar sorts, which normally make a few coarse roots, the plants be transplanted every two or three years, and that species such as *Arborvitae* and *Retinospora* be transplanted every three to four years as they naturally make better roots.

Trimming is also necessary to insure a proper foundation for good shape in the finished plant, although frequent transplanting will usually avoid the necessity of severe trimming.

Commercial Evergreen Types—The next stage is that of the commercial grades which is the material we are most interested in. To make definite grading rules we must divide evergreens into five general types or groups as follows:

1. **Spreading Type**—Example, *Juniper waukegan* or *tamariscifolia*. Measurement designates spread, 3 in. series up to 18 in.; example, 3 in. to 6 in., 9 in. to 12 in. Six inch series from 18 in. to 4 ft.; example, 18 in. to 24 in., 24 in. to 30 in. One foot series from 4 ft. on up; example, 4 ft. to 5 ft., 6 ft. to 7 ft.

Measurement should be average of plant and not the greatest diameter. Plants properly trimmed and transplanted should measure the same in any direction. If a plant is uneven and is 15 in. the widest way and 9 in. in the narrowest, it should be classified as 12 in. stock.

2. **Semi-spreading types**—Example, *Junipers sabina* and *communis*, *Taxus cuspidata*, etc. Measurement designates spread. Three inch series to 18 in.; example, 9 in. to 12 in., 12 in. to 15 in., 15 in. to 18 in. Six inch series from 18 in. to 4 ft.; example, 18 in. to 24 in., 30 in. to 36 in., 42 in. to 48 in. One foot series from 4 ft. on up as 4 ft. to 5 ft., 7 ft. to 8 ft.

Measurement should be average, as in Class I. First-class stock will be as high as broad if properly grown. Where they are not the same both ways, the average measurement applies.

3. **Globe or dwarf types**—Example, *Globe Arborvitae*, *Biota aurea nana*, etc. Measurement designates height. Three inch series up to 2 ft.; example 15 in., to 18 in., 18 in. to 21 in., 21 in. to 24 in. Six inch series from 2 ft. to 4 ft.; example, 24 in. to

30 in., 36 in. to 42 in., 42 in. to 48 in. One foot series from 4 ft. on up, as 4 ft. to 5 ft., 5 ft. to 6 ft.

The stock, if properly grown, will have about the same spread as height up to 12 in. From there on the height will be more than the spread, according to the variety, but in no case more than a ratio of 2 to 1 or the height more than twice the spread. Example, *Juniper excelsa stricta* 30 in. high should be 15 in. in diameter; and a *Biota aurea nana* 24 in. high should be not less than 12 in. in diameter.

4. **Cone type**—Example, *Spruce*, *Pines*, *Retinospora*, *Hemlock*, etc. Measurement designates height. Three inch series up to 18 in. Example, 9 in. to 12 in., 12 in. to 15 in., 15 in. to 18 in. Six inch series from 18 in. to 3 ft. Example, 18 in. to 24 in., 24 in. to 30 in., 30 in. to 36 in. One foot series from 3 ft. to 8 ft. Example, 3 ft. to 4 ft., 4 ft. to 5 ft., 6 ft. to 7 ft. Two foot series 8 ft., on up; as, 8 ft. to 10 ft., 10 ft. to 12 ft.

Plants properly grown should have approximately the same ratio between height and spread of 4 to 3 or the spread 75 per cent of the height; i. e. a *Retinospora plumosa* 24 in. high should be 18 in. in diameter. A *Hemlock* 36 in. high should be 27 in. in diameter.

5. **Pyramidal type**—Example, *American Arborvitae*, *Biota orientalis*, *Juniper virginiana*. Measurement designates height. Same measurement series as in No. 4. The ratio between height and spread should be 3 to 1, or spread 33 per cent of height. Example, *Pyramidal Arborvitae* 3 ft. high should be 1 ft. in diameter. A *Biota orientalis* 6 ft. high should be 2 ft. in diameter.

Measurement of height should be where the branches start, and not at the ground, if the plant is leggy. It should stop where the main part of the plant ends and not extend to the tip of a thin shoot.

The ratios mentioned are minimum and a plant to be first class should not fall below the proportions given. We believe from our observations that evergreens properly trimmed and grown under normal conditions will have the same ratio in the various commercial sizes.

Transplanting for Commercial Sizes—Coarse or tap-rooted subjects, such as *Firs* and *Pines*, should be transplanted or root pruned every two or three years. Other more fibrous subjects should be transplanted or root pruned every three or four years. Transplanting is here to mean a complete severance of all roots and a lifting up of the plant to show the above has been accomplished. Plant can be replaced in same hole, or moved to another location, according to individual wishes. Root pruning is to mean a complete severance of bottom top roots and side roots, but not a lifting from hole. This is usually done by a U digger passing under the row.

The designation of the number of times commercial sizes have been transplanted should mean the number of times transplanted in the Nursery row. This can be designated by a "T" as in the case of seedlings; root pruning by an "R."

Shearing—Too much stress cannot be laid upon this important requirement for first-class plants. The measurements given are for symmetrical, compact stock that has been sheared at least once a year in the case of *Arborvitae*, *Junipers* and similar plants; and once in the *Pines* and *Spruces* to prevent forked leaders and remove protruding side branches. In some rapid-growing subjects, such as *Retinospora pisifera*, two or even three shearings a year may be necessary to make them approach the same compactness that first-class stock should have.

It should be kept in mind that if the transplanting recommended be carried out, and the plants be given room for natural development, they will not need as much shearing as though they were not handled in this way.

AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

Following are new members of the A. N.:

Armour Fertilizer Works, A. G. Boyer, Mgr., Lawn and Garden Grower Dept., 111 W. Jackson Blvd., Chicago, Ill.

Blue Ridge Gardens, Inc., Elliston, Va.

Coppock Brothers, Perry, O.

Gilson Mfg. Company, Port Washington, Wis.

Howe-Underhill Company, Pennington, N. J.

McKay Nursery & Orchard Co., E. V. McKay, Prop., Lucedale, Miss.

Paul Offenberger Nursery Co., 1988 E. Livingstone Ave., Columbus, O.

E. D. Smith & Sons, Limited, Winona, Ontario, Canada.

Squirrel Hill Nursery, Fred Wissenbach & Co., 2945 Beechwood Blvd., Pittsburgh, Pa.

Whitten-Ackerman Nurseries, Bridgman, Mich.

Florida Grape Profits

Taken over a period of four years, which is the age of the present grape industry, as far as marketing is concerned, the average price received for the grapes has been a little better than 10 cents a pound net to the grower f. o. b. the track at shipping point. This price of \$200 a ton will leave a net price, above picking and packing cost to the grower of about \$160 a ton. When our picking and packing cost has been somewhat reduced, this price will have increased by that amount, so that on the same basis of marketing, he will get about \$170 a ton above his cost of picking and packing and crating for his grapes.

The cost of producing the grapes where vineyards are producing the amount of grapes that they should will run somewhere between \$30 and \$40 per ton. This gives an indication of the amount of profit in the business for the grape grower, if the markets continue at the same rate under which they have operated for the last four years.—Florida Farmer.

Eastern Nurserymen's Association will meet Sept. 1st at Moon's Nurseries, Morrisville, Pa., and Princeton, N. J., Nurseries. Fred Worsinger, a florist, Philadelphia, is secretary.

OKLAHOMA NURSERYMEN'S ASSOCIATION

W. E. Rey, Oklahoma City, Secy.

The annual mid-summer meeting of the Oklahoma Nurserymen's Association was held at Ardmore Aug. 17-18, Hotel Ardmore.

Registration. Call to order. Invocation—Dr. W. Lee Rector, Ardmore.

Address of Welcome—Chas. Van Vleck, Ardmore, Secy. of Chamber of Commerce.

Response—Jim Parker, Tecumseh.

Luncheon. Inspection of Exhibits.

President's Address—T. A. Millstead, Shawnee.

"Oklahoma Pecan Industry"—O. K. Darden, Ardmore, Pres. Oklahoma Pecan Growers Association.

"Summer Pruning"—A. H. Luke, Oklahoma City.

"Merchandising"—J. W. Back, Oakwood.

"Grapes and Best Varieties for the South"—Will B. Munson, Denison, Tex.

Round Table Discussion. Banquet, 7:00 P. M.

August 18th. 9:00 A. M.

Trip to Native Pecan Orchards of Carter County; Luke & Finger, Wilson-Newman, and A. C. Holman. Barbecue Luncheon.

Visit to Oklahoma's Parent Native Paper Shell Pecan, 3 1/4 ft. diameter. 1:30 P. M.

Stop at George Guyer's place and other places of interest.

NEW JERSEY'S GUARANTY LAW FOR NURSERYMEN

Chapter 28, Laws of 1926

An Act to regulate the sale and delivery of peach, plum, apple, pear or cherry trees under contract guaranteeing said trees to be true to the name under which such trees are sold by requiring the seller thereof to file with the Secretary for Agriculture a copy of such contract and a bond or insurance policy providing for the payment of damages suffered by the purchaser thereof through failing of said trees to prove true to name; prescribing the method by which the amount of the damage in such cases is to be determined; requiring the purchaser of such trees to file a plan of the planting thereof and prescribing penalties for the violation thereof.

Be it enacted by the Senate and General Assembly of the State of New Jersey:

1. On and after January first, one thousand nine hundred and twenty-seven, every person, firm, association or corporation who shall sell or deliver within the State of New Jersey any peach, plum, apple, pear or cherry trees under a contract guaranteeing said trees to be true to the name under which trees are sold, shall, before the purchase price of said trees becomes due and payable under the terms of the sale, file a copy of said contract with the Secretary for Agriculture. Such person, firm, association or corporation shall file with said contract either a bond with sufficient surety or an insurance policy, providing for the payment of such damages as may thereafter be determined by the method hereinafter set forth to have been suffered by the purchaser through failure of any of said trees to be true to name as specified in said contract.

2. Every such contract shall be printed or typed in not smaller than 10-point type and signed by the seller and purchaser and shall specify the number and names of the trees sold thereunder. Every such bond and insurance policy shall be made payable to the Secretary for Agriculture, shall be in such amount as he shall deem necessary for the adequate protection of the purchaser of said trees, shall be written for a term of five years from the date of delivery in the case of peach and plum trees and for a term of eight years from the date of delivery in the case of apple, pear and cherry trees, and shall be subject to the approval of the Secretary for Agriculture as to form and as to sufficiency of the surety or insurer.

3. Every purchaser of such trees sold or delivered within the State of New Jersey under a contract guaranteeing said trees to be true to the name under which the same are sold, shall, within thirty days after said trees are planted, file with the Secretary for Agriculture, in triplicate, an accurate plan of said plantings. The Secretary for Agriculture shall thereupon mark upon said plan the date when the same were filed with him and return one thereof to the purchaser, deliver or mail one thereof to the seller and keep one thereof on file in his office. In case of any change in the location of said trees or replacement thereof, the purchaser thereof shall within thirty days of such change or replacement file with the Secretary for Agriculture, in triplicate, an amended plan showing said changes and replacements, and the Secretary for Agriculture shall thereupon mark and distribute said amended plans in the manner aforesaid.

4. Whenever the purchaser of any such trees shall have reason to believe that any of them are not true to the name under which they were sold, he shall give the seller and the Secretary for Agriculture written notice of his claim. The Secretary for Agriculture shall thereupon give the seller's surety or insurer written notice of such claim.

5. In case any such claim is not adjusted and settled to the satisfaction of the purchaser within such time as the Secretary for Agriculture deems reasonable, the Secretary for Agriculture shall give written notice to the purchaser, the seller and the seller's surety or insurer that a dispute has arisen in reference to such claim and that such dispute must be adjusted by arbitration.

6. Within five days after receipt of such

notice from the Secretary for Agriculture, the purchaser shall select one arbitrator and forward his name and address to the Secretary for Agriculture, and the seller's surety or insurer shall select a second arbitrator and forward his name and address to the Secretary for Agriculture. The Secretary for Agriculture shall notify the two arbitrators of their selection and they shall, as soon thereafter as possible, select a third arbitrator, and forward his name to the Secretary for Agriculture. The three arbitrators so named shall constitute a board of arbitration for the purpose of adjustment of all disputes as to the purchaser's claim. They shall as soon as possible proceed to hear all parties to the dispute and their witnesses and, after such hearing, shall present to the Secretary for Agriculture a written statement of their findings. Their decision shall be final and binding upon all parties to said dispute. The Secretary for Agriculture shall thereupon notify the purchaser, the seller and the seller's surety or insurer of the finding of the arbitrators, and the seller or his surety or insurer shall immediately pay to the Secretary for Agriculture the amount, if any, awarded to the purchaser. The Secretary for Agriculture shall thereupon pay such amount to the purchaser and the same shall be in full satisfaction of the purchaser's claim.

7. The bond and insurance policy aforesaid shall be deemed to be for the benefit of the purchaser and he, as well as the Secretary for Agriculture shall have the right, if an award is made by the arbitrators as hereinbefore provided, to maintain an action thereon for the recovery of the amount so awarded. In any such action, the award of the arbitrators shall be final and conclusive evidence of the amount due upon said bond and insurance policy.

8. Any seller of such trees under a con-

tract guaranteeing said trees to be true to name, who shall fail to file a copy of said contract with the Secretary for Agriculture, as herein required, or shall fail to file therewith a bond or insurance policy, as herein provided, shall be liable to a penalty of five hundred dollars to be recovered by the purchaser by action in any court of competent jurisdiction. Any purchaser who fails to file a plan of the planting of the trees as purchased by him, as herein required, shall thereby forfeit all right to the benefit of the bond and insurance hereinabove required to be filed by the seller, and no action shall be maintained on any such bond or insurance policy by or on behalf of any purchaser who has not filed such plan of his planting, and also all revisions thereof.

Approved March 15, 1926.

Current and Gooseberry Permits—Nurserymen desiring to ship currant and gooseberry plants out of the blister-rust infected states are urged to apply now to the Federal Horticultural Board, United States Department of Agriculture, Washington, D. C., for permits for the coming fall and spring shipping seasons.

The infected area includes Connecticut, Maine, Massachusetts, Michigan, Minnesota, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Washington, Wisconsin, and the counties of Clatsop, Columbia, Lincoln, Polk, Tillamook, Washington, and Yamhill in the state of Oregon.

Booklet on Landscaping—New Jersey Nurserymen's Association, through Chairman Osman, of the publicity committee, will send out widely next spring a booklet on landscaping home grounds, to interest prospective customers.

Nurserymen Should Attend This Convention

Secretary Henry D. Spencer, Decatur, Ill., of the Northern Nut Growers Association, with the assistance of C. A. Reed, Washington, D. C., associate pomologist in charge of nut culture investigations, and Ernest Hemming, Easton, Md., in charge of local arrangements, has done effective work in extending information regarding the forthcoming annual convention of the association in Easton, Md., Sept. 15-16.

The valuable aid of the Del-Mar-Va Peninsula Association, whose province it is to advance the interests of the Eastern Shore of Chesapeake Bay, has been secured through the activities of Messrs. Hemming and Reed. H. J. Hill, executive vice-president of that association has written to Mr. Hemming as follows:

C. A. Reed, of your Northern Nut Growers' Association, has just been in the office in conference with myself and Dr. Franklin B. Bomberger, director of the Agricultural-Marketing Division of this association. We have agreed on behalf of this association to support by news publicity measures and correspondence the effort to secure a representative attendance of Eastern Shoremen at your convention; and await merely the arrival of certain materials from Secretary Spencer to begin. Our thought is to deliver into the convention five persons from each of our fourteen counties. Instead of leaving selection to chance we will appoint them, and those whom the convention serves to interest in the subject of nut culture on the Peninsula we will urge to take membership in your association.

We believe it might be wise for you to hold your meeting in the Talbot County Courthouse, unless the Hoted Avon has available a large room for the purpose. Professor Reed, Dr. Bomberger and I also suggest that your speaking program be con-

centrated as much as possible on one day in order that those who come and are not able to remain over two days may get the gist of your purpose and speakers' messages on that day.

With reference to local entertainment you will observe that the association is not in a position to function. We will, however, detail a special staff publicist to cover your meeting in addition to being represented by from 50 to 70 delegates, among whom I trust it will be possible to number Dr. Bomberger and myself.

Mr. Hill has communicated with Secretary Spencer and with Prof. A. S. Colby, Urbana, Ill., chairman of the program committee. He has told these gentlemen that the Del-Mar-Va Peninsula Association will cover 90 newspapers on the Peninsula and in the territory adjacent thereto on the Western Shore north from Norfolk through Washington and Baltimore to New York City, releasing one article a week beginning August 8th.

This is a fine publicity program and it ought to result in the largest convention attendance the Northern Association has had. The occasion is especially worthy and the people of Delaware, Maryland and Virginia will obtain practical information regarding a prospective industry of great value to them.

Secretary Spencer and Chairman Colby will supply material for the newspaper articles. Mr. Spencer has sent letters to 265 owners of nut trees, in many instances of nut orchards, in Maryland. He has sent invitations to the presidents or directors of 30 agricultural colleges asking them to be represented at the convention; also to all the Farm Bureau agents in Maryland; and requests for co-operation to the editors of 29 newspapers in Maryland.

TRADE SUGGESTIONS FROM AN OUTSIDE VIEWPOINT

By A. D. Taylor, Landscape Architect, Cleveland, O., Before the A. A. N.

(Conclusion of Address)

SHOULD FULLY ADVISE PUBLIC

A relationship between the consumer and the manufacturer under which conditions the consumer is not kept thoroughly familiar with the change in prices is not desirable. So much of the Nurseryman's attention has been devoted to the intricate problems of plant growth that he has given far less attention than seems necessary to the problems of selling. I am wondering if it is not advisable for each Nurseryman who publishes a large catalogue to devote less money to the production of the catalogue and more money to the distribution at frequent intervals of pamphlets indicating changes in price and stock inventory. Through this method of procedure the landscape architect and the consumer in general might order his stock without meeting with the frequent disappointments of today, because of a change in price without previous notification to the consumer.

The problem of grading plants has been ever present. It is extremely important for the benefit of the consumer that the Nurseryman adopt a more uniform method of grading his material, both as to quality and size. The consumer should be more clearly informed concerning the quality and size of stock which he is purchasing.

We all know that divisions are different from clumps, plants grown on own roots are different from grafted material, seedlings are usually not as desirable as transplants, field grown stock is different from potted material, stock grown and not root pruned previous to the date of selling is not as desirable as carefully root pruned material, and the top 1' or 2' of slender leader of the past year or two year's growth should not be considered as equivalent to plants of similar height, bushy and strong. Often, printed matter in price lists makes no distinction between the foregoing classifications.

I have before me three catalogues in which the Nurseryman has endeavored to make known to the consumer the fact that he has certain plants for sale. In one catalogue I find three varieties advertised, the name of no one of which appear in any of the easily accessible literature descriptive of cultivated or wild plants. In another catalogue I find a hopeless confusion of botanical and common names and in still another catalogue I find the generic names mixed in their relationship to the species names. I am wondering if it is not desirable to make a concerted effort in the national organization whereby each publisher of a catalogue may be thoroughly encouraged to cure these evils which are so misleading to the average consumer.

SOURCE OF PRODUCTION

The source of production should, in my opinion, be the outstanding source of authentic information, not only with reference to nomenclature but also with reference to the adaptation of materials, and to the cultural problems in connection with their

maintenance and their habits of development under certain usual and unusual conditions of soil, climate and exposure. I know that volumes could be written. I also know the absence of logical, authentic and definite information upon these important subjects. The absence of this information in sources easily accessible to the consumer creates a great liability and a factor of resistance often difficult to overcome.

It seems to me desirable that the Nurseryman should be the first to recognize the importance of discarding old worn out species and varieties in favor of the new and more attractive species and varieties.

THE OUTSTANDING VARIETY

Is it not more desirable to select the outstanding variety and to lay emphasis upon its production, culture and perfection rather than to consume space within the pages of a catalogue advertising three or more varieties, the difference between which only the keenest of systematic botanists may discover? This difference is only of interest in the occasional arboretum collection. It surely has no importance in the use of plants in the great majority of landscape compositions. In other words, a far greater effort should be made on the part of the ornamental growers to procure the viewpoint of the average consumer. I refer to listings similar to the following:

Cornus alba	Cornus sanguinea
Cornus alba siberica	Cornus amomum
and	
Philadelphus coronarius	
"	" speciosissimus
"	" grandiflorus
"	lewisii
"	zeyheri
"	pubescens
"	nivalis

Is it not confusing to allow such a maze of varieties of 800 peonies and 2,500 roses? Why not make it illegal to invent a new variety by name until the producer can justify his claims to a committee showing the difference which justifies a new name.

AGENTS SHOULD BE TRAINED

Some authorities state that a tremendous volume of Nursery stock is sold through the efforts of agents. In most instances these agents know little or nothing about the real merits of Nursery stock. With their limited selling abilities they dispose of a product with the use of which they are familiar to a very limited degree. I am certain from my contacts with home owners that if a great organization like the American Association were to inaugurate at the expense of the ornamental growers and fruit growers a training school for these agents, much good would result. We have one of the outstanding examples of a great organization for the rendering of expert tree service conducting a training school in order to be able to provide clients with the services of qualified salesmen and operators. Surely if this can be accomplished successfully and with great financial profit in a business as limited as that of tree surgery, there is no

reason in the world why such a step would not be met with unlimited success within the boundaries of a great institution like the Nursery business.

I have read with much interest in recent weeks some of the articles covering the question of discounts, trade prices, and wholesale prices, especially so far as these factors relate to the distribution of Nursery stock through the landscape architect as professional adviser to the consumer. In all of these articles I sense a misunderstanding of each other's motives. Before continuing to thrash out these differences of opinion, through the columns of the periodicals or elsewhere publicly, I think committees from each organization should meet in conference and establish a policy to be adopted by each national organization as a definite answer to this question.

There has been a wholesome relationship between the profession of Landscape Architecture and the Society of American Nurserymen. This relationship should be continued and should not be marked by those clouds of misunderstanding so easily removed through proper common action.

TO KEEP SATISFIED CLIENTS

The ultimate goal of every manufacturing or other business institution, and in fact any professional organization, is to develop and keep satisfied clients. There is no method of accomplishing this result which is more certain of success than to remove the many obstacles of a minor character which may stand in the path of this successful relationship. There is no product with which I am familiar where information concerning the sources from which to buy, the method of purchasing, the method of transportation after purchasing, the quality of stock desired for various purposes, and the care of the stock after purchasing, is so difficult for the average consumer to obtain as in the Nursery business. I think the great reason for this condition is the fact that up to the present time Nurserymen have been producers and not distributors. They have failed to realize, to the extent necessary, the importance of procuring a contact with their clients, of seeing their business through the eyes of the consumer and the necessity of expending time and thought in discovering a method of developing a desired relationship between producer and consumer.

You are engaged in one of the greatest of American industries, the effects of which are far reaching. No product affects so many people, rich and poor, ignorant and educated, in so many different ways. I want to do my small part in co-operating with you in such a worth while work.

Why There Are Quarantines—Twenty years hence, forest pathology says the native American chestnut will be extinct, the victim of an Asiatic fungus introduced into the United States in the '80s on imported Nursery stock.

Profits Made Through Savings

In placing your order for Nursery Stock you will effect a great saving when the entire order is handled by one large concern.

Our customers find the saving affected in boxing charges, freight, drayage and handling alone is often the difference between profit and loss.

Send your orders to us and take advantages of this superior service.

Watch for Our
Summer Price List

Lake's Shenandoah Nurseries
SHENANDOAH, IOWA

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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RALPH T. OLCOTT, Pres. and Treas.
Phones—Main 5735, Glenwood 760
Chief International Publication of the Kind

SUBSCRIPTION RATES

One Year, in advance	- - -	\$2.50
To Foreign Countries and Canada	- - -	3.00
Single Copies	- - -	.30

ADVERTISING RATE, Per Inch.....\$2.50

Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., AUGUST 15, 1927

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalism."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

UNETHICAL TRADE PRACTICES

The practicability of setting up a working arrangement by which government and business can co-operate to eliminate economic wastes due to questionable or unethical trade practices is pointed out by Judge Edwin B. Parker, chairman of the Board of Directors of the United States Chamber of Commerce.

Reviewing the decisions of the United States Supreme Court and declarations of the Federal Trade Commission, Judge Parker points out that the way is open for business first to pass upon trade practices through joint trade relations committees and that these findings then may be gone over by the Federal Trade Commission in the interest of the general public.

"It frequently happens," says Judge Parker, "that trade associations are made up of those engaged in the same branch of the same trade or industry, while many of the trade customs which are wasteful have grown up between those engaged in different branches of the same trade or industry; for example, between the manufacturer and the wholesaler, or between the wholesaler and the retailer. The suggestions which have been made to you contemplate the formation of a Joint Trade Relations Committee along vertical lines embracing representatives from every branch of the industry and bridging the gaps between trade associations representing only distinct branches of that industry. Such a committee, formed for the purpose of seeking out and defining practices which are wasteful and which in the interest of the trade as a whole should be eliminated, will find customs which, even if originally useful, have outgrown their usefulness and become wasteful, or customs which have been forced upon some of the members of a trade against their better judgment.

"Where representative individuals in each branch of an industry agree that a particular practice constitutes a trade abuse, it is apt to be such. However, there is another interested class—the ultimate consumer—whose voice should be heard that the trade as a whole may not gain any undue or selfish advantage at his expense. This class may properly be represented by the Federal Trade Commission, a wholly disinterested public agency. When the Joint Trade Relations Committee, formed in the manner which has been suggested to you, agrees that a particular practice constitutes a trade abuse and its report is approved by the Federal Trade Commission, it may be safely accepted as not only in the interest of the trade but in the general public interest.

A Jolly Lake Excursion—The Illinois Nurserymen's excursion by boat on the lake from Chicago to South Haven, Mich., last month was a jolly outing for the Nurserymen and their families. Heads of some of the Illinois Nurseries closed their places of business for the day and brought with them many employees. Mr. and Mrs. J. A. Young, Aurora Nurseries, had 26 in their party. D. Hill Nursery Co., Dundee, had ten under the direction of Secretary N. E. Averill. President F. J. Littleford and Mrs. Littleford brought 17 girls, members of a troop of Girl Scouts. Nurseries and orchards on the Michigan side were visited. It was practically decided to make the trip annually.

On account of hotel facilities, the 1928 A. N. Denver convention date is changed to June 20-22, Hotel Cosmopolitan.

Newark, N. Y., in Limelight

A monthly magazine, the Express Messenger, published in New York City, in its July issue devoted a page to Newark, N. Y.

Under one picture there is the caption: "Newark is a great Nursery center and our traffic reflects it." This picture shows a number of trucks loaded with trees bound up in burlap bags ready for shipment. Another scene shows a field of perennial phlox.

"There are thirteen cities and towns in the United States bearing the name of Newark. Thus it is apparent why, in addressing shipments to Newark, particular care must be taken in writing the name of the state. That is especially so when the names of states are abbreviated.

"Two of the Newarks in the East become somewhat confused as 'N. Y.' (New York) and 'N. J.' (New Jersey) look very similar when abbreviated. As a consequence, frequently shipments which should go to Newark, N. J., land in Newark, N. Y., and vice versa."

Secretary Carlton F. Smith, Newark, N. Y., Chamber of Commerce, says in this article:

"Since Newark, with a population of over 414,000 is the largest city in New Jersey and that in New York State is a town of some 7,500 people, we take this opportunity of saying something about the latter Newark, which is pre-eminent in the Nursery business. There are eleven of these plants, in and about the town, the largest being Jackson & Perkins Co., which has 1,600 acres under cultivation at Newark and some 800 acres and 60,000 square feet under glass, at branches in four other states.

"Naturally, Nursery shipments predominate in our traffic at this point and Agent Cowell and his force thoroughly understand the perishability and proper handling of plants and young trees, which move in largest volume very early in the spring.

"The packing methods of the Nursery concerns at Newark are the result of long experience and care is taken to do all that is possible to insure arrival in good condition, providing our service functions as it should and there is no misrouting or delay.

"Agent Cowell states that his average monthly business for over a year back has been 7,500 shipments—one to an inhabitant. But all of this is not Nursery stock. There are four concerns in town—C. H. Stuart & Co., J. M. Pitkin & Co., P. D. Newton & Co., and Christy, Inc.—manufacturing toilet preparations, household necessities and extracts, who together make 3,500 express shipments a month, with this traffic increasing as it goes along."

Prof. Morrison Succeeds Thatcher

Professor F. B. Morrison of the University of Wisconsin has been appointed director of experiment stations of New York to succeed Dr. R. W. Thatcher who resigned to accept the presidency of Massachusetts Agricultural College.

Dean A. R. Mann of the State Colleges of Agriculture and Home Economics announces that, by vote of the trustees of Cornell University, Professor Morrison is made director of experiment stations administered under Cornell University, including the New York State Station at Geneva and the Cornell University Experiment Station at Ithaca, including the local field stations for the study of agricultural problems in various parts of the state.

Professor Morrison's appointment is effective October 1st. He will reside at Geneva, and spend such time at Ithaca as the administrative tasks there may demand.

Dean Mann says: "All persons with whom I have talked, in Wisconsin and New York and elsewhere, look upon the choice of Professor Morrison as an exceedingly happy one, for he combines in rare degree a practical knowledge of the current needs of farmers with a scientific mind aware of the value of careful experiment."

C. B. Knickman, traveling representative of McHutchinson Co., New York City, died recently.

Progress on Mahan Pecan

Editor American Nurseryman:

It is of interest to note that we now have some of the Mahan variety of pecan trees bearing in our orchard. One of these trees will be two years old next month; that is the buds were put in just two years ago August 25th of this year. The Mahan was budded on a two-year-old Schley tree.

There are ten nuts on this tree in three clusters; one cluster of two, one of three and one of five nuts. The nuts on this tree now measure $3\frac{1}{4}$ " long, while the nuts on my 20-year-old Schley trees measure only $1\frac{1}{4}$ " in length.

Next year we should have close to 200 of these Mahan trees coming into bearing. The nuts on this tree are a beautiful sight, big and healthy looking, and if anything they are a little larger here than those grown on the original Mahan trees at Kosciusko, Miss., the last time I saw them. I wish that many could see them and then go through my orchards and see the other varieties growing. Pecan men have been here to see them and they all say speak highly of them.

The Mahan tree is a rapid grower, coming out earlier than any variety I have in the Nursery. It starts budding out here in Florida along about March 15th to 20th, while over in Mississippi the original Mahan tree does not bud out until about April 20th. It gets quite cold in Kosciusko, goes down to zero and below. The coldest I have ever seen it here in Florida in the 18 years I have been here was 13°. Apparently this variety adapts itself to either extreme. We noticed this when we started propagating this variety and we have been watching it closely ever since. The injury from cold is less than 1% in the Nursery.

The trees have been selling pretty fast. Inquiries for samples of the Mahan nuts were so great that it would have taken hundreds of pounds of nuts to grant these requests. So there was only one thing to do; we had to put A. N. Watson, our general sales manager, out on the road introducing this new variety. Many who had written in wanting to see the Mahan nuts have placed orders for some of the trees since seeing the nuts.

We have taken every precaution to safeguard the public so that when persons buy trees of the Mahan variety they will be sure to get that, provided the trees were bought from the Monticello Nursery Company, as we are exclusive propagators and sole owners. The Mahan has been copyrighted.

We received a letter today from the Oklahoma Pecan Nurseries at Byng, Okla. On their letter heads they list the varieties of pecans they have to sell, among them the Mahan, which they have no right to list. They have no trees of the Mahan variety booked with us, and even if they did have they could not resell them nor propagate them.

So we wish to advise the public that anyone offering to sell Mahan trees must have a letter from the Monticello Nursery Company authorizing them to take orders for the Mahan variety; if they cannot produce such a letter, they are not offering the true Mahan variety. All Mahan orders are acknowledged direct to purchaser from this office upon receipt of the signed contract. All Mahan trees when delivered will bear a copyrighted aluminum label, the size and shape of the Mahan nut, and bearing the name of the Monticello Nursery Co., and Mahan Pecan Tree. This we decided was the best way to protect the planters.

You may be interested in knowing that we have nearly 100,000 pecan trees booked for the coming season's delivery. It is still early in the season and bookings seem to be just beginning to come in now. From all indications pecan tree plantings are going to be heavy this year. These 100,000 trees booked will go into practically all pecan growing states.

Crop prospects with us are showing up good. Generally speaking we understand that the crop is not so good. In our orchard we have a fine crop, especially of Schley. This will make the seventh good crop in eight years. Last year our crop was light, but the six years before that we had good crops. I think that one can have a good crop every year if orchards are

Nursery Trade Bulletin

Roy F. Wilcox, Montebello, Cal., spent part of July in Alaska.

Frank Donofrio, Chatham, N. J., has purchased 26 acres in New Providence, N. J., to be used as a Nursery.

Flower Acres Nursery has been established by E. A. Fitzpatrick and J. F. Lance, in Northville, Mich.

Thomas J. Murphy, Buckeye Nurseries, Painesville, O., contemplates locating in Asheville, N. C.

Three steel greenhouses are to be added to the Jackson & Perkins Company's equipment in Newark, N. Y.

A man giving the name A. B. Johnson, unlawfully claiming to represent Glen Saint Mary Nurseries in Florida, has been operating in Alabama.

"Ohio Orchard Day," scheduled annually by the Ohio Agricultural Experiment Station at Wooster, comes August 19, the day after the annual summer meeting of the Ohio Horticultural Society.

Tree Seed Germination Tests—H. B. Tukey, acting chief in research department of Nursery Investigations, N. Y., Agl. Expt. Station, Geneva, has asked the Nursery trade whether it would be interested in such tests—a sowing over a period of, say, five years; also as to what seeds should be tested.

N. Y. Association Outing—Nurserymen generally are invited to join the members of the New York State Nurserymen's Association on their annual summer outing to Cobourg, Canada, August 25th. Round trip tickets, \$5, include meals and entertainment. See Secretary Maloy, Rochester, N. Y.

Incorporations—Tiger Nurseries, Brookhaven, N. Y., Nelson Nursery Co., Hollidaysburg, Pa., Aaron F. Nelson, \$500; Warick & Rapin, Cheektowaga, N. Y., Nurserymen, \$100,000; Windsor Landscape Co., Florida, \$5000; Iliff Landscape and Nursery Co., Miami, Fla., \$5000; Shady Valley Orchard and Nursery Co., Knoxville, Tenn., Charles P. Biddle and others, \$50,000, 335 acres.

High-priced Huckleberries—The large cultivated huckleberry is taking a noticeable place in the New York market. They are expensive but thus far the supply has not been large enough to take the edge off the market. Prices have remained high, 50 to 70 cents per quart wholesale and up to \$1 retail. The best ones come in regular quart strawberry baskets, each basket covered with transparent material, and some bearing a gilt label.

Halt Called on Orchardng—Until some organized system of marketing the fruits of the Northwest is found, it will be unprofitable to plant more commercial orchards, was the consensus of the Pacific Coast Nurserymen's convention last month.

The Nurserymen feel that they have done their work in giving the Northwest fruit trees of standardized varieties and in making the orchards of the district second to none in the world. They can go no further, it was said, until some marketing system is found that will allow the fruit grower a fair profit.

properly handled, barring unforeseen circumstances.

I think that pecan men are going to have to pay a little more attention to the hickory aphid in the future. They are very bad on my trees this year.

MONTICELLO NURSERY CO.
By F. A. Mahan.

Dalewood Nurseries have been started by Arthur A. Dugdale in Ashland, Va.

O. P. Ferron, proprietor of Fernwood Nurseries, Painesville, O., has purchased the Good Hold Floral Gardens, Mentor, O.

Evergreen Nurseries, Woodville, Tex., have been equipped with two additional lath houses.

Through the efforts of P. M. Koster, Dr. White has been appointed state pathologist to specialize on ornamental plants at the New Jersey Experiment Station.

The New Jersey Experiment Station (New Brunswick) has issued Circular 200 with a good discussion of the cultivated blueberry industry which has come to be a feature of New Jersey fruit growing.

In an endeavor to encourage the use of pecans the year around, packers are offering pecan kernels, either in halves or pieces, vacuum-packed in cans or glass jars, sizes half pound, pound and five pounds.

Twenty thousand rose bushes and 20,000 tube roses were sent out last month by Mrs. Lady Cary Gillette, who is enlarging the capacity of her Nurseries in Mission, Tex.

Radio Sells Nursery Stock—C. B. Lewis, at the recent annual convention of the Pacific Coast Association of Nurserymen, reporting for the educational committee, said that the radio had been especially helpful in the educational program, increasing interest in shrubs, fruits and flowers.

Signature Missing—The news item dated Berlin, Md., July 7th, on page 36 of the July 15th issue of the American Nurseryman entitled "Conditions Good for Peonies," was from Harmel Peony Co., Berlin, Md., the signature having been dropped out in page make-up. Also J. E. Stoner's signature to the article from Westminster, Md., on page 64 of August 1st issue was inadvertently omitted.

Quarter Century Anniversary—Twenty-five years ago, far out on the Morris road, at a place known as Acorn Station, Norristown, Pa., an acre of land was planted with fruit trees, asparagus roots, ornamental shrubbery and shade trees. Recently at the Valley Forge Hotel, Adolf Muller, a member of the State Game Commission, who planted it, was host to his 50 or more employees in observance of a quarter century in the Nursery business.

Conditions Creating Demand—All over the country we find the "back to the suburbs" movement going on. Even in the Far West where the cities are none too large people are moving out a few miles from town, where they may have a piece of land and a home of their own. These conditions tend to increase demand for Nursery stock.

Thoroughly Up-To-Date—That the Farr Nursery Co., Weiser Park, Pa., is a progressive concern is shown by the announcement on its printed matter that it is a member of the American Association of Nurserymen Eastern Nurserymen's Association, Pennsylvania Nurserymen's Association, American Peony Society, American Iris Society, Pennsylvania Horticultural Society. Of course it is a regular reader of the American Nurseryman.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

Listeners Oppose Direct Radio Advertising

Protests Received by Federal Commission Against "Selling" Talks on the Air—Statement by Bullard

Those of us who appreciate good radio programs have been annoyed by direct radio advertising to an extent exceeding our realization that radio stations must secure revenue in some way. In view of A. A. N. convention discussion the following is of special interest:

Evidence that the Federal Radio Commission is giving considerable thought to the subject of direct selling by means of the radio is brought out in an interview with the chairman, Admiral W. H. G. Bullard, by James True, in Printer's Ink.

Chairman Bullard said that during the few months the commission has been functioning there has been a decided falling off in broadcast direct advertising, and pointed out that, indirectly, the protests of the public to the commission have had considerable influence in bringing about the elimination of objectionable programs.

"We have given all of the letters consideration," he continued. "Apparently, a number of broadcasters and advertisers are broadcasting objectionable programs merely because they are misled and do not know anything about the reaction of the public. When they are advised of results, they promptly change their policy, and the letters we have received from the public have enabled us to advise a number of them."

"As a typical example, a certain broadcaster was sending out direct advertising and selling appeals to build up his business. He was plainly attempting to sell merchandise by radio, and he advertised in his local newspapers to direct attention of listeners to his broadcast talks."

"We soon received many letters of protest and condemnation from the public regarding the series of talks. There was no doubt a large percentage of his listeners vigorously objected to his selling features, and a number of them sent us clippings of the newspaper advertisements as supplementary evidence to their protests."

"As it happened this broadcaster had some dealings with us and came to Wash-

ington. When we told him that his programs evidently were not meeting with favor, he seemed surprised. He said that he had made quite a few sales due to his broadcasting, and thought that the public was interested in his selling effort. He promptly changed his mind, however, when we showed him the evidence we had accumulated.

"The argument that radio direct advertising is good and inoffensive to the public because it creates sales in some instances, is not a valid argument. If you broadcast a strong bargain appeal, and if the bargain is obviously genuine and worth while, you will make sales. The advertiser, considering only the orders, may think that he is attracting customers and building up his business, but I do not think that he would remain under any such belief if he could look over the protests, objections and condemnations regarding his effort which come to the commission."

"According to all the evidences I have seen, and there is a good deal of it, the business man who employs radio direct advertising as a selling force is working against himself. He is building up a liability instead of an asset. He is paying for something he doesn't get. While he may attract a few purchasers, I do not think that he makes friends of them, and I know from the many letters we have received that he makes numerous enemies."

"The broadcaster is in the same position. Like all other human institutions, a broadcasting station entirely depends for its success on the favor and goodwill of the public. Therefore, I am convinced that all broadcasters can learn a valuable lesson from the fact that practically all of the stations that have gone out of business since the commission was organized are those which specialized in direct advertising and selling talks."

Another phase of direct selling over the air was brought to the attention of the commission in resolutions passed by the Advertising Club of Des Moines, Ia., in which a stringent Federal regulation for such selling was urged.

Nursery Stock for Retail Seedsmen

Ten years ago when B & H Nurseries (W. B. Burmeister and A. J. Hartung) was organized at Onkema, Mich., very little business was done along the line they have since so wonderfully developed, says the Seed World. Few seedsmen and florists have thought it profitable to handle Nursery stock and few Nurserymen, if any, had thought it possible to offer individual-order service to these retailers. At present, it seems strange to the careful observer of horticultural events that this outlet was not earlier developed, but it is a fact that the trade in general has just recently seen the possibilities of this field.

Transplanting Defined—W. J. Flemer, Princeton, N. J., Nurseries, says:

"Regarding the transplanting of cuttings, I would say that plants transferred from pots to beds and thence to Nursery rows should be catalogued as 'twice transplanted.' I would not consider the average potting process to count as one transplanting, but if a plant were kept in a pot for a considerable length of time—say one year—so that it formed a compact root mass, it would then pass as once transplanted in fact, this treatment would be better than one transplanting. This is the exception, I believe, and not the general practice, so it should be judged accordingly."

VALUABLE REPRINTS

Of Articles Appearing in the Columns of the "American Nurseryman." PRICE 10 CENTS EACH

Heavy Losses Follow Late Stratification of Plum and Cherry Seeds—By C. F. Swingle, Junior Pomologist, U. S. D. A.

Pleasant Fields of Personal Work With Plants; Craftsmanship vs. Standardization—By Dr. L. H. Bailey, Noted Horticulturist.

How To Make a Salesman Out of Raw Material—By E. H. Smith, Vice-President, Harrison Nursery Co., York, Neb.

AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

How to dispose profitably of the large production of grapes between now and December is the problem confronting grape growers and shippers, particularly those in California, where 90 per cent of the crop is produced. Recent seasonal shipments of fresh grapes have amounted to 75,000 or 80,000 cars. In addition, many thousands of tons must be disposed of locally by drying or other manufacturing process. This season's total grape crop of some 2,500,000 tons probably will be at least eight per cent heavier than last year's large crop and about 20 per cent above the average production of the last five years. Eastern grapes may be a relatively short crop, compared with 1926, but the California production has been increasing each season. Growers are renewing their co-operative efforts in the handling of this important product. Peak shipments of grapes usually occur in September and October, the weekly movement for a short period sometimes exceeding 10,000 cars. Last year, about 60 per cent of the total output went to 10 large markets: New York, Chicago, Boston, Philadelphia, Pittsburgh, San Francisco, Newark, Detroit, Milwaukee and Cleveland. New York City alone takes nearly one-fourth the total shipments. A special mimeographed report, "The Grape Market Outlook," may be obtained on request to the Bureau of Agricultural Economics, United States Department of Agriculture, Washington, D. C.

The condition of apples was reduced in practically all of the eastern apple growing states during July, but remained about the same in the western states. The total crop, however, for the United States, was reduced during July about 9,000,000 bushels to 127,507,000 compared with a production of 246,460,000 bushels last year and 199,223,000 bushels the average for the past five years.

It is estimated that of the entire crop of apples in New York there will be 3,383,000 barrels classed as commercial compared with 6,500,000 barrels last year or approximately one-half as many. Of last year's total crop of apples in the United States 39,411,000 barrels were commercial. This year it is estimated that there are only 24,831,000 barrels.

The peach crop was reduced only slightly during July, but the present estimate is for a crop about one-half the size of that in 1926 and one-half the average for the past five years, or 1,116,000 bushels compared with 2,300,000 bushels last year, which was also the five-year average.

Announcement of the merger of the Oklahoma City Nursery, W. E. Rey proprietor, and the Kenyon Floral Co., Oklahoma City, Okla., was made in the last issue of this journal. A retail store, at 112 North Robinson, takes care of the floral business. The office, show room, Nursery sales yard, packing shed, and a range of greenhouses with more than 40,000 feet under glass are located at 2500 West 11th street. More than 75 acres of growing Nursery stock, consisting chiefly of ornamental evergreens, shade trees, and shrubs, are under cultivation.

Back to Fruit Tree Planting

Every report from the apple growing sections this year indicates a light crop. In some sections there will be hardly 60 per cent of last year's supply. The rains and heavy weather have been very bad for scab and other fungous diseases, and a smaller proportion than usual of the apples will grade as No. 1. The northern peach crop is light, too, and it seems that there will be less competition than usual for early apples. We cannot take the outcome for any single year, be it good or bad, as conclusive. It is the average of 10 or 20 years that counts. As a result of this season we expect to see a rush back to tree-planting this fall or next spring—Rural New Yorker.

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TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sisemore, secy., Louisiana, Mo.; 1928 Convention, Denver, Colo., June 27-29.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—John A. Armstrong, Jr., Secy., Ontario, Cal., Oct. 6-7, San Jose.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester, Jan. 1928, Hotel Bond, Hartford.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Secy., Frankford Ave. and Devereaux St., Philadelphia, Pa.

Fruit and Flower Club of Western New York—Fred M. O'Brien, Secy., Geneva.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 19-20, 1928, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Kansas Nurserymen's Association—James N. Farley, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

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Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

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New Jersey Association of Nurserymen—John Marseille, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Howard N. Scarff, secy., New Carlisle, O.; Sept. 1927, Fremont.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City; Aug. 17-19, Convention Hall, Ardmore.

Pacific Coast Association of Nurserymen—C. A. Tonnison, secy., Burton, Wash. 1928 convention, Seattle, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—S. W. Marshall, Sec'y., 3045 W. 36th Ave., Denver, Colo.

Rhode Island Nurserymen's Association—H. H. DeWildt, secy., 521 Elmwood Ave., Providence, R. I.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, secy., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C., Nov. 10-12, 1927, Hotel Kenilworth, Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, Sec'y., Irvington.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 14-15, 1927, Jacksonville, Fla.

South Texas Nurserymen's Assn.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Secy., Denton, Tex., 1927 Convention, Sept. 21-22, Galveston, Texas.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

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If proofs are wanted, copy should be in hand previous to above dates.

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold its Tenth Annual Meeting in Denver, Colo., June, 1928. E. M. Jenkins, Winona, Ohio, Secretary.

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Five Million Seedlings Out of Ground Already

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American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
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Good Assortment of
Lining Out Stock and Finished Plants
Get Our Catalogue

27 years in the Nursery business
PARK NURSERY COMPANY
PLEVNA, ALABAMA

State College Man's Advice To Planters

Beware of glib-tongued gentry who try to sell you, as genuine Nursery stock, plants like perennial china asters, or ever-blooming peonies. The only place you might find such plants listed would be in the Arabian Nights.

In buying Nursery stock, suggests Victor H. Ries, extension specialist in floriculture at the Ohio State University, there are three ways to make sure that you won't get stung.

The first is to have five or six catalogues from well-known concerns on hand. Then if someone tries to sell you ever-blooming peonies, look for them in the catalogues. Not finding them you have a right to doubt that there is any such thing as an ever-blooming peony, and your doubts will be justified.

Secondly, Ohio State University at Columbus has for free distribution a number of bulletins containing considerable information on flowers and shrubs to plant, and how and when.

Thirdly, Mr. Ries suggests, why not buy Nursery stock near at home? Rare is the plant or seed that cannot be supplied by Ohio Nurseries.

"Deal direct with these Nurseries," Mr.

Ries advises, "or with their responsible agents. Besides obtaining reliable stock, you generally can buy plants more cheaply this way than by buying from house-to-house peddlers who buy their stock at retail prices."

Prof. W. G. Brierley, acting chief, Division of Horticulture, University of Minnesota, says:

"Our best plums and the ones we are recommending most strongly for Minnesota planting are Radison, Underwood, Tonka, Red Wing, Monitor and Elliot. To this list we feel that we can in certain cases add the Waneta, a South Dakota production on account of its hardiness, and the Mendota for the southern part of the state. Of the plum-cherries, we feel that the Zumbra, Nicollet and St. Anthony, while not all of the same

high quality, should be planted together, or at least two of the three, to insure cross-pollination without which these fruits will not set."

In spite of the talk about farm failures many farmers have done well, says Rural New Yorker. They are spending some money in building up and beautifying the home grounds. Then again there has been a great movement out of the city to the suburbs. People who formerly lived in an apartment or city flat have moved to the country, where they will have half an acre or more of land. They are practicing a little landscape gardening and their total purchases of shrubs and flowers are enormous. Almost all the Nurserymen report increased sales of ornamental stock this year.

It has been suggested that the dues of members of the American Rose Society be increased from \$3 to \$3.50 or \$5. Present income is insufficient. Members are asked to express opinion as to the best 12 roses.

Clarence O. Siebenthaler, Dayton, O., and A. D. Taylor, Cleveland, O., will address the Association of Cemetery Superintendents at its annual convention in Cleveland Aug. 22-25.

HARRY W. JOINER Perry, Ohio

[LAKE COUNTY]

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10,000 Berberis thunbergii
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PEAR PLUM CHERRY GRAPES

And in Ornamentals, we have a complete growing list of

EVERGREENS, FLOWERING SHRUBS,

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TRANSPORTATION

Reductions in railway rates made since they were at their peak in 1921 will save the traveling and shipping public about one billion dollars in the year 1927 if freight business continues throughout the year to be relatively as large as it has been thus far and average rates continue to decline.

This estimate of the saving that will be made in 1927 is based, first, on the fact that freight business thus far has been larger than last year; secondly, on the fact that the average rates received have been lower; and, third, upon the actual saving made under the operation of the same influences in 1926 and preceding years.

\$910,224,000 SAVED IN 1926

The railways actually received \$910,224,000 less for handling freight and passenger traffic in 1926 than they would have received if the peak rates of 1921 had been in effect. Of this total saving shippers received about \$857,000,000 and passengers about \$53,000,000.

The savings in other years to the shipping and traveling public from reductions in rates made since 1921 have been as follows: 1922, \$350,427,000; 1923, \$682,046,000; 1924, \$656,508,000; 1925, \$788,895,000. Adding to these figures the savings for 1926 makes a total for five years of \$3,388,100,000, and if the estimate above made for 1927 proves correct, the total for six years will be close to \$4,400,000,000, or an average of over \$700,000,000 annually. Only the great economies in operation that have been effected have rendered it possible for the railways to stand these enormous reductions of rates and at the same time increase the net operating income earned by them.—Railway Age.

Long motor car journeys will always be made where leisure permits and enjoyment is the end in view; but the rails will still carry the vast bulk of the long-distance travel. The lines of the great systems are far less congested nowadays than are the highways.

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THE WHOLESALE TRADE
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tablished 1911.
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6 to 8 feet
8 to 10 feet
10 to 12 feet
1½ to 1¾ in.

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Well-rooted Cuttings

"WEST has the BEST"

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BROAD LEAF and CONIFEROUS EVERGREENS

Good Assortment
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Editor American Nurseryman:

The sample copy of the American Nurseryman has been received and thoroughly examined. We wish to say that the single copy is worth the price of the year's subscription. It is just what we are wanting and needing.

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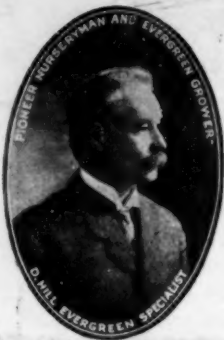
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Complete trade list of lining out stock as well as larger sizes for delivery this Fall and next Spring is now ready. We will be glad to mail a copy to any nurserymen who have not received one.

This has been a wonderful growing season and our stock is in excellent condition. We have escaped Spring frosts and on the whole the stock looks better now than it has for many years. We are booking orders everyday now and urge you to take care of your needs as early as possible.

The following items are selected from our Fall list. We will gladly quote prices or call where possible:



Pinus strobus
(White Pine)



Pinus ponderosa
(Ponderosa Pine)



Pinus Montana Uncinata
(Large Swiss Pine)



Pinus nigra
(Austrian Pine)



Pinus sylvestris
(Scotch Pine)



Pinus resinosa
(Red or Norway Pine)

	Inch	Per 100	Per 1000
		Each	Each
<i>Abies balsamea</i>	4-6 x	7c	6c
<i>Abies concolor</i>	6-8 xx	30c	25c
<i>Abies fraseri</i>	4-6 x	7c	6c
<i>Abies homolepis</i>	4-6 x	10c	9c
<i>Abies velut</i>	4-6 x	8c	7c
<i>Juniperus chinensis</i>	6-8 o	84c	71c
<i>Juniperus chinensis albobariata</i>	4-6 x	174c	161c
<i>Juniperus chinensis pfitzeriana</i>	6-8 x	14c	13c
<i>Juniperus communis</i>	6-8 o	41c	31c
<i>Juniperus communis depressa aurea</i>	6-8 o	71c	61c
<i>Juniperus communis depressa aurea</i>	4-6 x	20c	19c
<i>Juniperus communis hibernica</i>	8-10 x	134c	124c
<i>Juniperus communis suecica</i>	4-6 x	13c	12c
<i>Juniperus excelsa stricta</i>	4-6 x	15c	14c
<i>Juniperus horizontalis douglassii</i>	4-6 x	15c	14c
<i>Juniperus japonica</i>	4-6 x	18c	17c
<i>Juniperus japonica</i>	8-10 xx	324c	30c
<i>Juniperus sabina</i>	4-6 x	15c	14c
<i>Juniperus sabina</i>	8-10 x	25c	22c
<i>Juniperus sabina pyramidalis</i>	4-6 x	174c	161c
<i>Juniperus sabina tamariscifolia</i>	4-6 x	15c	14c
<i>Juniperus sabina von ehren</i>	4-6 x	174c	161c
<i>Juniperus scopulorum</i>	4-6 o	8c	7c
<i>Juniperus virginiana</i>	6-8 o	7c	6c
<i>Juniperus virginiana koeleri</i>	4-6 x	15c	14c
<i>Juniperus virginiana pyramidalis</i>	8-10 xx	40c	38c
<i>Larix europea</i>	6-8 o	3c	2c
<i>Libocedrus decurrens</i>	2-4 o	34c	24c
<i>Pachysandra terminalis</i>	6-8 x	4c	41c
<i>Picea canadensis</i>	6-8 o	44c	34c
<i>Picea canadensis</i>	8-10 x	124c	114c
<i>Picea canadensis albertiana</i>	4-6 o	44c	34c
<i>Picea canadensis albertiana</i>	4-6 x	10c	9c
<i>Picea engelmannii</i>	4-6 o	44c	34c
<i>Picea excelsa</i>	4-6 o	24c	14c
<i>Picea excelsa</i>	8-10 x	10c	9c
<i>Picea omorica</i>	4-6 o	74c	64c
<i>Picea pungens</i>	4-6 o	44c	34c
<i>Picea pungens</i>	8-10 x	174c	164c
<i>Pinus montana uncinata</i>	4-6 o	34c	24c
<i>Pinus mughus</i>	6-8 x	14c	13c
<i>Pinus nigra</i>	4-6 x	4c	3c
<i>Pinus resinosa</i>	4-6 o	4c	3c
<i>Pinus strobus</i>	4-6 o	3c	2c
<i>Pinus strobus</i>	6-8 x	9c	8c
<i>Pinus sylvestris</i>	4-6 o	24c	14c
<i>Pinus sylvestris</i>	8-10 x	9c	8c
<i>Pseudotsuga douglassii</i>	4-6 o	44c	34c
<i>Pseudotsuga douglassii</i>	8-10 x	174c	164c
<i>Taxus canadensis</i>	6-8 x	10c	9c
<i>Taxus cuspidata</i>	4-6 x	20c	19c
<i>Taxus cuspidata nana</i>	4-6 x	20c	19c
<i>Thuja occidentalis</i>	6-8 x	6c	5c
<i>Thuja occidentalis</i>	10-12 xx	10c	9c
<i>Thuja occidentalis douglassii aurea</i>	8-10 x	15c	14c
<i>Thuja occidentalis douglassii pyramidalis</i>	4-6 x	11c	10c
<i>Thuja occidentalis douglassii pyramidalis</i>	8-10 x	15c	14c
<i>Thuja occidentalis globosa</i>	6-8 x	14c	13c
<i>Thuja occidentalis hoveyi</i>	8-10 x	15c	14c
<i>Thuja occidentalis little gem</i>	6-8 xx	25c	24c
<i>Thuja occidentalis lutea</i>	6-8 x	15c	14c
<i>Thuja occidentalis pyramidalis</i>	4-6 x	10c	9c
<i>Thuja occidentalis pyramidalis</i>	8-10 x	15c	14c
<i>Thuja occidentalis rosenhullii</i>	4-6 x	15c	14c
<i>Thuja occidentalis vareana</i>	4-6 x	11c	10c
<i>Thuja occidentalis wareana</i>	6-8 x	15c	14c
<i>Thuja orientalis woodwardii</i>	6-8 x	15c	14c
<i>Thuja orientalis</i>	6-8 o	4c	3c
<i>Thuja orientalis aurea conspicua</i>	6-8 x	20c	19c
<i>Thuja orientalis aurea nana</i>	6-8 x	15c	14c
<i>Thuja orientalis bonita</i>	6-8 x	15c	14c
<i>Thuja orientalis compacta</i>	6-8 x	15c	14c
<i>Thuja orientalis pyramidalis</i>	6-8 x	15c	14c
<i>Tsuga canadensis</i>	6-8 x	164c	15c

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